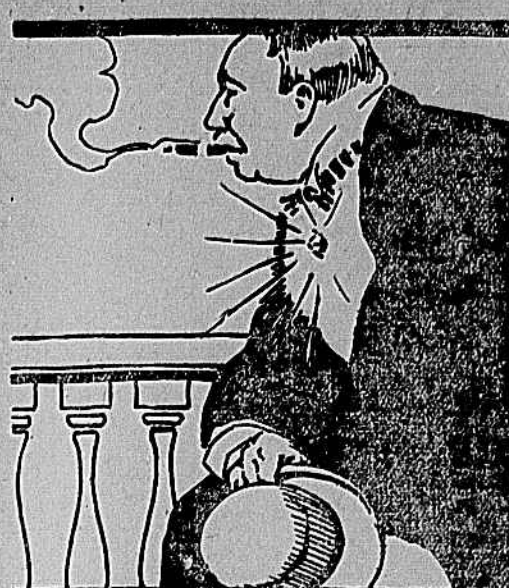


# REAL ROMANCES OF THE BUSINESS WORLD

## THE MASTER SALESMAN



BY RICHARD SPILLANE.

Every railroad president in the United States knows "Diamond Jim." So does every purchasing agent. So do tens of thousands of race-goers. So do thousands of actors and actresses. Few men have spent more money in entertaining. Few have a wider reputation for lavishness and for display. It is rare that he is absent from a "first night" on Broadway. When he walks down the centre aisle or appears in a box, any person who asks who the big man with the huge diamond is stamps himself as an outlander, for everybody who is anybody knows "Diamond Jim." No one is better known and less known, for only a small percentage of the vast number of persons who recognize him as one of the most picturesque characters in New York knows his business. From his style of dress he might be considered a sport of rather garish inclinations or a prosperous saloon man advertising his prosperity, but as a matter of fact he is the master salesman of America, a keen student of human nature and the associate and confidant of many captains of industry.

In some of the colleges to-day they are teaching salesmanship. Nearly every principle laid down by the professors "Diamond Jim" violates, and succeeds by violating; but that does not affect the soundness of the college course, for only "Diamond Jim" could succeed by "Diamond Jim" methods. "Diamond Jim's" method is not to be recommended except in a few particular cases. His business career began when he was a counter jumper in a dry goods store in a town so small that you hardly can find it on the map. Being young and ambitious, he decided after a short time to try his fortune in New York. He was a pretty good dry goods clerk. Few persons got away from him without buying, but when he moved to New York he entered an entirely new field, becoming a road salesman for the largest machinery house in the world.

Originality in trade is an asset. "Diamond Jim" knew this and meant to profit by it. He determined that no

one who once met him should forget him. And no one has.

He meant to be unusual, to look and act so he would be distinctive and be singled out from the common herd. As he was to sell machinery, which was suggestive of things solid, substantial and of accepted form, he could not very well have picked out anything more striking than lively clothing and flaming jewels. He was the first machinery man who ever startled the country by such a garb, and the people "Diamond Jim" called upon that first trip still talk about him. He was the sensation of the day. Some of the customers thought the staid, conservative firm that sent "Diamond Jim" out was acting queerly in sending a representative who looked like the advance agent of a minstrel show, but the firm had no reason for regret, as "Diamond Jim," after he had dazzled the eyes of the machinery buyers, managed to get more orders from them than any salesman who had been out for several seasons.

That first trip made "Diamond Jim" confident that there was virtue in a pose. He has been posing ever since, and it has aided him greatly in making a fortune. To-day he not only is vice-president of that first firm he worked for—the biggest machinery house in the world—but he is president of a great car company and director in a score or more corporations.

It did not take his employers many seasons to discover they had a remarkable salesman in the dashing looking young man, and it did not take "Diamond Jim" long to think up new dodges to make people talk about him.

When his territory was widened and he got free rein his expense account was enough to stagger an auditor, but the order that accompanied it always was large enough to warrant the expense.

This was in a day when there was not so much scrutiny over business methods as there is now, and when it was worth while for an energetic and approachable person to be a paragon of the art. Various salesmen had tried various ways to win the hearts of the men who gave their business to other houses, but none succeeded better than "Diamond Jim." He never failed to get an audience with the man he desired to see, and he always got it promptly. His visiting card was sufficient. It was a \$100 bill. He would cut the bill into two parts, put one-half in an envelope and send it in with the message that the other half was outside and wished to see him.

Remarkable stories are told of the queer things "Diamond Jim" has done to keep his pose. In the days of the bicycle he had the most expensive one in the world, and he used to ride it not only in the country roads, but along Broadway. His frame was silver inlaid with gold. Diamond cuff buttons, diamond collar buttons, diamond rings and diamond studs would seem to be enough for any man, no matter how much inclined to display, but not for "Diamond Jim." He is unique in having diamond garter buckles. He is unique in having diamond suspenders. Buckles, and he is unique in having a cane with gold handle and a gold ferrule. In the end of the ferrule there is a large diamond, and when he taps the pavement with that cane he taps it with a jewel. But "Diamond Jim" runs most to diamonds when it comes to rings. He wears so many on his left hand that he hardly can close his fingers. He has, too, a theatrical pass such as no other man in the world possesses. It is engraved on a sheet of gold, and admits him to any one of more than 1,000 theatres in this country.

Maybe his nose has become second nature now, for he still maintains it. Although he is a millionaire several times over. He still calls himself a commercial traveler and occasionally he goes on the road, but it only is when there is money to be bagged.

One Monday morning he boomed into the office of George F. Baer, president of the Philadelphia & Reading Railroad. For austerity and dignity the head of the Reading system has a wide reputation. "Diamond Jim" sent in his card. It was not of the scissored \$100 kind, but of the regulation character. Mr. Baer frowned when he glanced at the name, and told the doortender to inform the gentleman outside he did not wish to see him.

The doortender, grave and dignified, like his master, took the message to "Diamond Jim" and "Diamond Jim" told him to return to Mr. Baer and inform him he would wait until Mr. Baer did have time to see him. Thereupon "Diamond Jim" sat down. The very appearance of "Diamond Jim" was inhibiting in its effect. He was in his grave and severe-looking. Men of lively habits and boisterous speech usually lower their voices when they are in the neighborhood of the Reading chief. It is said that even J. P. Morgan, who has been known to let out a roar when things did not suit him, is rather subdued when within the aura of Mr. Baer. Clerks walk lightly so as not to disturb him, and his office is almost hushed in its solemn quietude.

"Diamond Jim," with his Kimberley attachments, his big frame, his bay window and his rather expressive garments did not fit in the picture, but this did not seem to disturb him. It was early on Monday when he sent in his card, and he sat in the outer office and admired the wall paper and some pictures on the wall until lunch-time. Various officials passed through on their way to see Mr. Baer, and they all stopped and shook hands with "Diamond Jim."

No one is more popular than he. No one knows better how to order a dinner and no one knows better the proper wines to give just the necessary flavor to the meats one eats. And no one knows better the elgar to top off with. All this is remarkable in the light of the fact that "Diamond Jim" does not drink or smoke, although he has spent tens of thousands of dollars on wines and cigars for others. The officials seemed really glad to see "Diamond Jim" and he to see them.

Some of them he invited to luncheon. They accepted, and had a delightful meal. Then Jim returned to the office. Other officials came by in the afternoon, and stopped to chat with him. It is singular that men always seem to talk their best when in "Diamond Jim's" company. He has little to say, but is a most attractive and appreciative listener. At any gathering men will flock around him and talk spiritedly. All he may do may be to acquiesce with a nod or a smiling eye, but it seems to carry a sympathy or an understanding that other men do not show. The officials he met in the afternoon he invited to dine with him that evening and go to the theatre

later. They were delighted to accept. The dinner was up to "Diamond Jim's" reputation, and they were proud of him.

Promptly at 10 o'clock the next morning the Master Salesman arrived at Mr. Baer's office and sent in his card. Back came the dignified doortender with a message that Mr. Baer did not wish to see him.

"Tell him I'll wait until he does," said Jim as he assumed the comfortable attitude of the small chair would permit for a person of his bulk. The wall paper and the pictures engaged his earnest attention. Ya, well, and then callers began to arrive. Officials who saw him again were surprised. They were charmed, of course, to accept another invitation to luncheon, but when they made discreet inquiries as to what kept Jim outside and they learned of the situation they were doubtful of the wisdom of being his guests. Appetite and curiosity turned the scales, however, and the Master Salesman had six gentlemen to luncheon. That afternoon everybody seemed to know about him and his visit, and officials and clerks called on him regularly had a nod and a word for him as they passed in or out. Occasionally the dignified doortender, apparently sent by the gentleman within, peered out to see if "Diamond Jim" still was there.

At the regular closing hour "Diamond Jim" left the office and went to his hotel. That evening he had a large party at dinner, and after dinner there was another theatre trip. He was up late, but 10 A. M. Wednesday he sent his card in to the president of the Reading, and when he received the usual reply he again began to admire the wall paper and the pictures on the wall.

It soon became apparent that the "Diamond Jim" affair was beginning to demoralize the office force of the Reading Railroad. Clerks didn't pay the usual attention to their duties, but seemed to have a strange desire to walk through the room in which "Diamond Jim" sat, and look at him. Having looked at him once they would have a burning desire to look at him again fifteen minutes later. Somehow they couldn't concentrate their minds on their work.

"Diamond Jim" went to luncheon at the usual hour and had a fair company with him, but he did not remain late, hurrying back to the office before 2:15. He renewed his scrutiny of the pictures and the wall paper and enjoyed it so much that he was in excellent humor and had a fine appetite that evening, when he had some more Reading gentlemen as his guests.

Thursday it was the same story, only more so. There was less clerical work done than ever had been known before. The clerks got together occasionally and discussed in whispers the reports they had about the strange struggle that was going on. "All hands were hoping "Diamond Jim" would win out. Just what he was after they did not know, but they admired his tenacity and, then, the man has a sort of magnetism that wins the good will of people.

Friday morning at 10 o'clock he walked in, opened his card case, picked out a card, gave it to the doortender with the customary message, and was astonished when the doortender came back, opened the door wide and bade him enter.

It is "Diamond Jim" had any expectation of a friendly greeting it was removed when he saw Mr. Baer. That gentleman was frigid. He held "Diamond Jim's" card in his hand, and in a tone of asperity asked him what he meant by sitting around the office day after day demoralizing the office force and—

"See here, Mr. Baer," said the visitor, "I didn't come here to listen to a lecture from you. I want you to listen to me, and I want you to understand one thing. My company had a large order from you for cars. You have canceled the order. I don't care about the cancellation, but I do care about the reason for it and the manner in which you have treated us. We contracted to deliver those cars on a specified date. We have had labor troubles, and I notified you we could not deliver on contract time. Then you canceled. You didn't give us a day or a minute of leeway. You just cut us out."

"You've had labor troubles of your own. No one has fought labor unions harder than you have. You have not been able at times to make delivery of freight and, I suppose, pas-

sengers on contract time. You have a contract implied or otherwise, in regard to freight and passenger delivery just as well as we had in regard to those cars, and I want to tell you that your action in the matter of my contract is not at all creditable. That is all I have to say. Good morning."

He was near the door, and the solemn visaged attendant was opening the way for him when Mr. Baer said: "One moment, sir."

"Diamond Jim" halted, turned and looked at the president.

"Am I to understand," asked Mr. Baer, "that you have remained these five days to say what you just said to me?"

"Yes, and I would have remained five weeks or five months, if necessary," was the reply.

Mr. Baer looked full into the eyes of "Diamond Jim" and "Jim" looked full into the eyes of Mr. Baer. It seemed a long time, but it was only a few seconds before Baer's look began to soften and then he smiled.

"Well, sir," he said, "I think I merit your poor opinion of me. What you say is right. Now if you have no objection I should like to withdraw the cancellation of that contract."

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## S.S.S. CURES RHEUMATISM

Rheumatism is an acid blood fermentation, a souring of the circulation from an excess of uric acid in the blood stream. This uratic impurity is transmitted to the blood through the process of absorption, and comes as a result of constipation, indigestion and other systemic irregularities.

When the blood becomes infected with this uratic impurity the complications of Rheumatism are set up. The circulation is no longer able to furnish the different muscles, nerves and joints with the nourishment and strength they need, but instead deposits into these members the gritty, pain-producing acid with which it is contaminated.

Rheumatism is usually manifested in the joints and muscles. It is here its sharpest twinges of pain are felt and stiffening of ligaments and tendons first commence. The pain of Rheumatism is caused by the contact of the sensory nerves with the gritty, acid formation which uric acid causes to accumulate in the corpuscles of the blood about the joints. The severer symptoms of the disease come on gradually. Constantly the circulation deposits the uric acid particles into the muscles and joints, and slowly the natural fluids are dried up or hardened. Then Rheumatism becomes chronic and serious, and if allowed to run on, may permanently cripple or break down the health of the sufferer. The disease is sometimes inherited, for like all blood troubles, it can be transmitted from parent to child. This explains why some persons are afflicted with Rheumatism who have always been healthy otherwise.

There is but one way to cure Rheumatism, and that is to purify the blood—cleanse the circulation of the uric acid impurity.

S.S.S. goes into the blood and attacks the disease at its head, and by removing every particle of the uratic matter, and building up the blood to a healthful condition, this medicine destroys the cause and cures Rheumatism. When S.S.S. has cleansed the blood of the acid impurity, enriched and strengthened the circulation, then the nerves are quieted, the muscles become elastic, the blood tissues are thickened and freshened, all pain disappears, and the feverish, inflamed flesh is made comfortable. Nothing equals S.S.S. as a cure for Rheumatism, because nothing equals it as a blood purifier. No matter whether you have the disease in muscular, articular or inflammatory form, you can have no permanent relief from its aches and pains until you have cleansed and purified the blood. S.S.S. has cured thousands and it will cure you. We have a special book on Rheumatism which we will send together with any medical advice free to all who write and request same.

### RHEUMATISM ALL GONE

I wish you to know what great benefit I have received from the use of S.S.S. I have been afflicted with Rheumatism for twenty years, sometimes being entirely laid up by it and always lame in some part of my body. It grew worse until it was misery to attempt to walk at all, my right knee was nearly twice its natural size, and was drawn up considerably shorter than the other one. A friend advised me to take S.S.S., which I commenced. I had tried so many things that I must say that I had very little faith that it would do me any good, but was willing to try anything that promised relief. Before I had been using it long I was greatly relieved, and continuing the medicine I soon found I was entirely cured. The lameness and soreness all left. I can straighten, move or bend my leg as well as any one, and I have never known what rheumatism was since. I am 65 years old and feel deeply grateful to S.S.S.

MRS. IDA M. PALMER.

196 Fulton St., Brooklyn, N. Y.

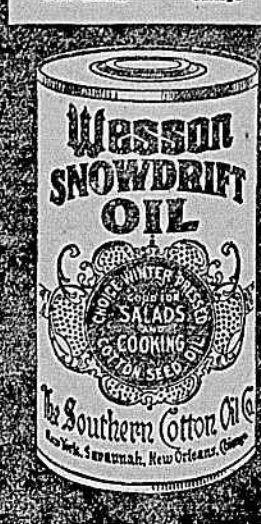
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